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<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/721,010
	<b>Filing Date</b>	November 24, 2003
	<b>First Named Inventor</b>	Ross KONINGSTEIN
	<b>Group Art Unit</b>	3623
	<b>Examiner Name</b>	Not yet assigned
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-48 (GP-083-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	January 18, 2007

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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/721,010**

Filing Date: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **Not yet assigned**

Group Art Unit: **3623**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003)).

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

**Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, these references should be considered under 37 C.F.R. § 1.97(c)(1).

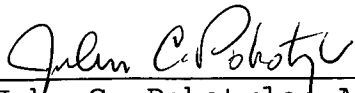
**Certification Under 37 C.F.R. § 1.97 (e)(1)**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

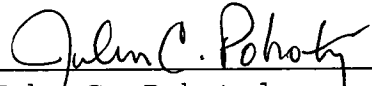
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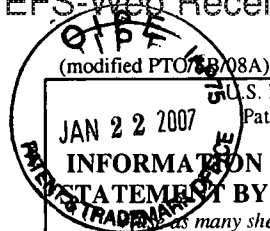
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U.S. Department of Commerce Patent and Trademark Office <b>JAN 22 2007</b> <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (as many sheets as necessary)		Application Number: <b>10/721,010</b> Filing Date: <b>November 24, 2003</b> First Named Inventor: <b>Ross KONINGSTEIN</b> Group Art Unit: <b>3623</b> Examiner Name: <b>Not yet assigned</b>	
Sheet	<b>1</b>	of	<b>1</b>
		Attorney Docket No.: <b>Google-48 (GP-083-00-US)</b>	

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	6,134,532	10-17-2000	LAZARUS, et al.	
	AB	6,144,944	11-07-2000	KURTZMAN, II et al.	
	AC	6,286,005	09-04-2001	CANNON	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>

## OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>

Examiner Signature	/William Brandenburg/	Date Considered	05/20/2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.

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